

2017-2018 BUDGET QUESTION
Response to Request for Information

DEPARTMENT: Visit Austin

REQUEST NO.: 145

REQUESTED BY: Tovo

DATE REQUESTED: 8/25/17

DATE POSTED: 8/29/17

REQUEST: Concerning the Visit Austin presentation at the August 24 Council Budget Work Session, please provide a description of Visit Austin's "Research" line item of \$51,288 as it relates to Communications.

RESPONSE: The table below details the "Research" section by line-item.

Description	Amount	Information
Austin American Statesman Subscription	\$180	To remain up to date on relevant community news
Austin Business Journal	\$108	To remain up to date on relevant community news
Media Tracking Services	\$19,000	To track, verify and provide value of public relations efforts
Oxford Economics	\$12,000	Research on international inbound traveler statistics, included both historical and projected volumes
Arrivalist	\$20,000	This is cutting edge technology that tracks the change in network enabled devices as they change locations, after being exposed to media. This allows us to know which media influences behavior outside of just room nights and flight bookings
Total Research	\$51,288	